SOCIAL MEDIA POLICY

PURPOSE AND SCOPE

Social media is a term encompassing a wide range of online activities integrating technology and social interaction. The City of Worthington recognizes that social media sites can be valuable tools for communicating with the public, promoting City services, and enhancing the community’s identity. This policy provides guidelines as to how the City, its council members, employees, board, committee and commission members should conduct themselves online. It helps safeguard the City’s brand reputation and encourages City council members, employees, and board, committee and commission members to responsibly share the City's message.

POLICY

All City of Worthington social media accounts and content must focus on City-related business, and they must adhere to the tone and persona of the City of Worthington brand. City social media accounts may be modified or removed by the City at any time and without notice. City of Worthington social media accounts are considered official City communications and are subject to State of Minnesota public data practice laws. Content maintained in a social media format that is related to City business, including subscriber lists and comments, is a public record and is archived for data retention purposes subject to the Minnesota Data Practices Act.

The City of Worthington name, logo and links to the City’s website shall be included on all City social media accounts whenever possible.

The City welcomes participation and comments from the public on its social media sites. Those who make comments shall exchange opinions and ideas in a climate of mutual respect. The City will not edit any posted comments. However, comments posted by the members of the public will be removed if they:

• Are vulgar, offensive, threatening or harassing language, or personal attacks.

• Contain content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation.

• Are commercial promotions or spam.

• Are potentially libelous.

• Advocate illegal activity.

• Are obscene or contain sexual content, or links to obscene or sexual content.

• Contain information that could compromise the safety or security of the public or public system.

• Contain private or personal information published without consent.

AUTHORIZED USERS OF CITY SOCIAL MEDIA ACCOUNTS

The Communications representative shall have administrative rights to all City of Worthington social media accounts and will oversee the sites to ensure they are property maintained.

Only authorized employees may post as official representatives of the City. Employees representing the City of Worthington via social media outlets must abide by the terms of this policy and conduct themselves in accordance with the City’s personnel policy.

City of Worthington social media accounts shall not be used by any employee, elected official, board, committee or commission member to express personal views or promote personal agendas.

GENERAL PROCEDURES

Departments wishing to post their own information in the City account to promote City-related business must first discuss their request with the Communications representative and the City Administrator to ensure consistency with the City’s communication strategy. Once approved, the requesting department shall be responsible for the content.